I. Course Title: Politics and Media

II. Course Prefix/Number: GOVT 385

III. Credit Hours: 3

IV. Prerequisites: None

V. Catalog Description: This course is the study of media and politics. Topics to be studied may include network and cable political shows, newspapers, campaign ads, entertainment media, the ways media influence the political process, individual opinion, and elections, and how politicians use media to win elections, govern, and make policy.

VI. Curricular Relationships: This will be one of the American politics electives.

VII. Student Learning Outcomes:

The Student Will:

- Demonstrate an understanding of the history of media in American politics;
- Demonstrate an understanding of the growth of and changes in media;
- Demonstrate an understanding of the ways that media influences public opinion at the individual and aggregate levels;
- Demonstrate an understanding of leading theories of media and politics;
- Demonstrate an understanding of the important literature in the sub-field of politics and media;
- Demonstrate an understanding of the way that politicians use media to shape opinion and public policy;
- Produce a term paper that analyzes a specific issue or range of issues involving media and politics;

VII. Content Outline: The course is apportioned into four units as follows: Unit A-History of changes in media; Unit B-News reporting; Unit C-Political uses of the media; Unit D-Entertainment and political messages.
VIII. Course Procedures: The student will stand for two formal exams including a comprehensive final; the student shall produce an approved ten page quality research paper on some approved topic in media and politics; the student shall be assessed on class participation.

Grading Scale:

<table>
<thead>
<tr>
<th>Test One</th>
<th>100 Points</th>
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<tbody>
<tr>
<td>Final Exam</td>
<td>100 Points</td>
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<tr>
<td>Paper</td>
<td>100 Points</td>
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<tr>
<td>Class participation</td>
<td>100 Points</td>
</tr>
<tr>
<td>Total Points</td>
<td>400 Points</td>
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A  360-400
B  320-359
C  280-319
D  240-279
F  Below 240


XI Any Issues Unique to this Course: None

XII Additional Issues of the Department's Choosing: None

Rev. xx/xx/xx